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July 1, 1991

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Advertising Age

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • $2.50 • $3.00 in Canada • £3.50 in U.K.

LAST MINUTE NEWS

Metter to step down as JWT USA chairman

NEW YORK—J. Walter Thompson USA Chairman Bert Metter, 64, is stepping down to become a consultant to the agency working on new business and strategic development. He will work with Brian Johnson, 51, named to the new post of exec VP-director of business development at JWT North America from new business director-Europe.

Silo tunes into Saatchi for $50M account

PHILADELPHIA—Silo Inc. named Saatchi & Saatchi Advertising, New York, to handle the electronics retailer's estimated $50 million account, previously handled in-house. Western Media International, Los Angeles, keeps Silo's broadcast buying. Silo's parent, Dixons Group, London, uses Saatchi's U.K. office. "As far as I know, no other retailer of this magnitude has ever used an outside agency to handle all its advertising on the theory that the volume, variety and frequency of ads required was simply too com-

(Continued on Page 8)

Campbell ups ad $

30% boost to 'restore brand power': Baum

By Judann Dagnoli

Campbell Soup Co., bucking an industry trend, will crank up ad spending 30% in its 1992 fiscal year that begins Aug. 1.

The boost is notable not only because spending was cut in fiscal 1991 but also because the jump is double the company's typical increases during the high-flying '80s.

Campbell spends more than $250 million annually on advertising, according to *Advertising Age* estimates.

In an exclusive interview last week, Campbell North America President Herb Baum said the company intends to build volume with the spending hike, noting that "we need to restore brand power."

Analysts say such a restoration is needed, because low ad spending could endanger Campbell's long-term volume growth.

"We've discontinued a number of product lines and sold several businesses," Mr. Baum said, so year-to-year volume comparisons can't accurately be made.

Overall marketing spending will be up 5% in fiscal 1992, Mr. Baum said, in contrast to a 5% decline in fiscal 1991.

But ad spending will get the biggest boost, up 30% compared with a 5% drop in 1991. Campbell maintained steady 15% marketing and advertising increases during the mid-1980s.

Mr. Baum said the company will be

(Continued on Page 25)

Photos by Laurel Wentz

Marcio Moreira of McCann-Erickson and Lintas' Barry Day catch some rays on the Riviera's sunny beaches (top); (inset, from left) Jerry Della Femina plans a coup with his wife, Judy Licht; Anne-Marie Marcus of Screenvision spends a moment with Sean and Sue Ellen Fitzpatrick; and Nestle's Michel Reinarz works on his tan.

O&M 'Lion' snares Grand Prix

By Laurel Wentz

CANNES—A commercial by Ogilvy & Mather Paris for Perrier bottled water won the Grand Prix at the International Advertising Film Festival here June 28.

The Source Perrier spot, France's first Grand Prix winner since 1983, focuses on thirst as a woman and a lion toil up opposite sides of a mountain, meeting at the top to fight over a bottle of Perrier. By roaring more fiercely, the woman wins.

A tough Cannes jury slashed the total number of Lions 42% this year, to 80 from 138, responding to judges' past complaints that too many awards are given. There were no clear favorites for the Grand Prix this year.

Of the 17 Gold Lions awarded, down from 24 in 1990, the U.S. and the U.K. each won five.

The U.S. picked up a total of 14 Lions, second only to the U.K. with 20. U.S. commercials won just four Silvers and five Bronzes this year, compared with seven Silvers and 17 Bronzes last year.

The five U.S. Golds, the same number the U.S.

(Continued on Page 28)

Malt liquor 'power' failure

By Steven W. Colford and Ira Teinowitz

The U.S. Bureau of Alcohol, Tobacco & Firearms this week will order brewers of three malt liquors to discontinue their promotional materials, and then will review beer and wine promotions—all in the wake of the controversy over G. Heileman Brewing Co.'s new Colt 45 PowerMaster.

The bureau objects to point-of-purchase material for Pabst Brewing Co.'s Olde English "800," Stroh Brewery Co.'s Schlitz Red Bull and McKenzie River Co.'s St. Ides, even though these brands previously won bureau approval for their labeling and promotional campaigns.

A senior bureau official last week said the materials are "illegal" because they're based on alcohol content.

■ Special Report: Marketing to African-Americans—Page 18.

In the next few days, letters will be sent to the malt liquor marketers "telling them that it is irresponsible and illegal" to market their products in this fashion, said Dan Black, BATF associate director for compliance operations.

The agency will give the breweries an as yet undetermined amount of time "to cease this type of advertising," he said.

The bureau plans to review labels and advertising, especially POP, for all malt liquors, and then expand that second look to encompass promotional materials for beer, wine and spirits, Mr. Black said.

"We're going to concentrate on malt liquor but will want to see for all [alcohol products] if they are trying to subvert the intent of the [Federal Alcohol Administration] Act by putting something that's not in their ads into the print media that they put in liquor stores," he said.

That law prohibits alcohol mar-

(Continued on Page 29)

INSIDE

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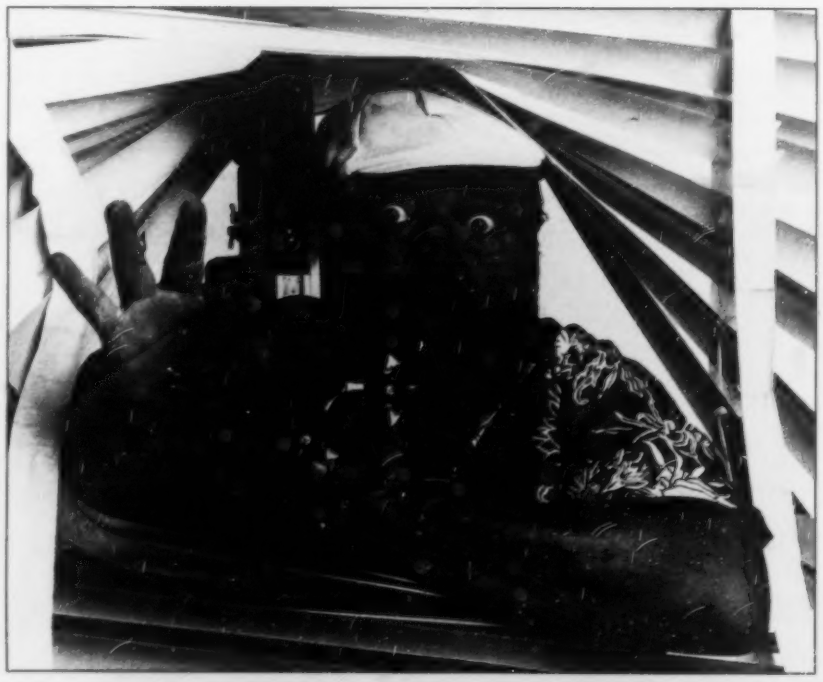

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NEWS SUMMARY

■ **Campbell Soup Co.** will increase ad spending 30% in the fiscal year starting Aug. 1. North America President Herb Baum cited the "need to restore brand power." **1**

■ **Three malt liquor marketers** face action from the U.S. Bureau of Alcohol, Tobacco & Firearms for illegally promoting alcoholic content. **1**

■ **A Perrier TV spot** by Ogilvy & Mather Paris won the Grand Prix at the Cannes International Advertising Film Festival. Five U.S. commercials got Gold Lions. **1**

■ **WPP Group** reported lower revenues and profits for the first quarter, citing its Ogilvy & Mather unit. Earlier, Fidelity International became WPP's largest shareholder. **3**

■ **Thurgood Marshall's** resignation from the U.S. Supreme Court is termed a loss for commercial speech. **3**

■ **Barbie boutiques** will pop up in major retailers' stores this fall, offering a broad array of merchandise based on Mattel's popular doll. **3**

■ **Skin lotion marketers** are expanding and repositioning their lines to counter a slowdown in sales growth. **3**

■ **Lisa Valk,** now publisher of *People*, is the leading candidate to become publisher of *Time*, sources said. **4**

■ **Young & Rubicam** promoted Tim Pollak to vice chairman-director of client service worldwide. **4**

■ **Cold medication** competition will heat up next fall when most of the major players plan to introduce new products. **4**

■ **Mobil settled** lawsuits filed by six states concerning degradability claims for Hefty bags. **4**

■ **Two Chinese fast-food** chains that feature home delivery are being led by former executives of Domino's. **6**

■ **Daytime upfront sales** by the Big 3 TV networks are virtually complete for next season, though the prime-time upfront market has stalled. **6**

■ **Merrill Lynch** bought a multimillion-dollar ad package on CNN that will put its ads on CNN International in more than 100 countries. **6**

■ **Nabisco** has added bite-size Mini Oreo to its line of downsized snack items. It's the sixth variation of its top-selling Oreo cookie brand. **10**

■ **Anheuser-Busch** is targeting women with some of its "Why ask why?" TV commercials for Bud Dry. **10**

■ **Minivan marketers** Pontiac and Chrysler Corp. are using direct-mailed videocassettes to promote their vehicles, both to owners of competing vans and to likely prospects. . **12**

■ **BBDO Chicago** has linked up with a former Illinois Lottery official to pursue state lottery accounts. **12**

■ **Long-distance telephone** marketers are using cash incentives and offers of gifts in promotions to lure customers away from the competition. **13**

■ **Xerox's** new TV ad campaign features separate commercials that tell the same story from the point of view of three different people. **30**

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James Brady and Brady's Bunch don't appear this week.

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Vol. 62, No. 27—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except special issues the fourth week in January and the fourth week in September) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $75 a year, $130 two years. Add $135 per year for air delivery to Europe & Middle East. Add $64 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48106. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45401 (800 227-4908).

ABP ABC

CONSUMER MAGAZINE AD LINAGE

	May 1991	May 1990	Year-to-date 1991	Year-to-date 1990
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	156.3	149.9	624.9	738.6
Automobile Magazine C.	65.3	69.3	322.9	304.9
Car & Driver C.	110.3	109.8	514.5	486.4
Car Collector & Car Classics	21.0	21.0	100.0	111.0
Car Craft	68.4	80.5	276.6	333.5
Circle Track	87.5	97.1	419.7	445.0
Cycle	45.6	51.5	202.4	207.4
Cycle World	64.6	53.5	225.8	233.3
Dirt Rider	48.3	48.6	199.5	196.2
Dune Buggies & Hot VWs	67.4	71.8	332.7	339.7
Easyriders	38.5	29.3	195.9	128.7
Family Motor Coaching	160.4	164.3	821.0	818.7
Four Wheeler C.	90.8	90.8	386.0	379.3
Hot Rod C.	75.4	78.8	301.9	336.2
Motorcyclist	64.7	59.1	234.5	207.9
Motor Trend C.	73.2	71.2	350.7	340.1
Motorhome	83.3	102.8	405.0	478.3
Petersen's 4 Wheel	79.5	88.1	327.2	371.4
Rider	54.3	50.9	147.5	173.2
Road & Track C.	94.7	106.0	435.3	435.2
Trailer Life	86.7	93.3	404.9	451.3
Total Group	**1,636.2**	**1,687.5**	**7,228.8**	**7,516.1**
% change	**-3.0%**		**-3.8%**	
■ Boating & yachting				
Boating	110.4	116.2	518.6	737.2
Chesapeake Bay	34.9	57.0	148.4	221.1
Cruising World	103.8	109.7	535.6	583.4
Lakeland Boating (11X)	70.0	87.0	343.0	437.0
Motor Boating & Sailing	137.1	176.4	530.4	691.1
Sail	107.0	105.4	522.0	605.9
Sailing World	41.0	55.4	252.9	275.6
Trailer Boats (11X)	47.3	66.2	279.0	383.7
Yachting C.	112.9	136.7	580.9	710.8
Total Group	**764.4**	**909.9**	**3,710.9**	**4,645.9**
% change	**-16.0%**		**-20.1%**	
■ Civic/fraternal				
Elk (10X)	14.8	14.1	78.1	80.3
Kiwanis	14.7	14.9	82.9	86.6
Lion (10X)	9.3	3.7	39.0	19.9
Rotarian	16.6	14.6	87.0	81.1
V.F.W. (11X)	27.1	22.8	144.8	147.1
Total Group	**82.5**	**70.1**	**431.8**	**415.0**
% change	**17.7%**		**4.0%**	
■ General				
American Health (10X) C.	36.2	32.2	124.7	243.5
American Heritage (8X) C.	52.8	49.2	177.3	162.5
American Legion	30.6	31.9	172.3	187.1
Art & Antiques (10X) C.	42.8	85.7	293.4	381.3
ARTnews (10X)	87.8	149.3	446.3	604.7
The Atlantic A. C.	59.0	61.7	254.5	268.7
Bon Appetit A. C.	84.0	103.2	391.2	453.9
Buena Salud (6X)	18.9	39.0	127.5	73.6
Cable Guide C.	23.3	28.0	128.9	145.9
Caribbean Travel & Life (6X)	59.5	43.5	185.1	119.7
Changing Times C.	47.5	59.5	240.3	277.4
Conde Nast Traveler C.	96.7	90.2	402.1	457.9
Connoisseur C.	43.1	72.4	245.0	310.5
Consumers Digest (6X) C.	20.3	34.1	68.2	82.2
Cooking Light C.	55.9	52.9	181.2	184.4
Country America (10X) C.	37.5	30.3	176.8	120.7
Departures N. America (6X)	—	—	136.9	87.1
Ebony C.	89.7	107.4	412.5	477.4
Endless Vacation (8X) C.	20.1	26.2	102.0	162.3
European Travel & Life (10X) C.	44.6	50.4	210.1	220.8
Food & Wine C.	45.2	81.8	220.1	295.4
Golden Years (6X)	24.3	34.2	88.7	108.2
Gourmet C.	118.4	130.7	464.5	527.5
Harper's Magazine A. C.	31.4	28.5	157.1	151.5
Islands (6X)	83.7	74.0	227.9	186.5
Let's Live	39.0	49.0	218.0	250.0
Life C.	70.9	118.2	227.2	296.3
Longevity C.	52.0	40.0	218.7	161.2
Mature Outlook (6X) C.	40.8	31.1	125.1	113.1
Modern Maturity (6X) C.	—	—	69.1	76.9
Money C.	104.1	111.8	481.7	512.8
National Geographic C.	17	23.5	118.0	121.2
National Geographic Traveler (6X) C.	47.0	58.6	145.3	157.6
Natural History C.	31.4	49.5	172.9	233.5
New Choices C.	29.6	27.1	133.6	153.3
Prevention C.	41.1	44.0	198.1	255.5
Reader's Digest A. C.	77.5	119.7	370.9	470.2
Saturday Evening Post (9X) C.	31.3	33.1	135.4	147.0
Smithsonian C.	75.1	80.4	366.7	412.5
Spin C.	42.3	40.8	204.5	209.3
Town & Country C.	89.6	135.9	382.1	628.4
Travel-Holiday C.	60.9	38.6	237.6	211.1
Travel & Leisure C.	122.3	120.4	564.6	620.4
Travelhost	1,071.9	1,274.0	5,433.4	6,257.0
Vanity Fair C.	117.7	93.7	493.9	539.7
Yankee C.	58.3	57.8	291.4	315.6
Total Group	**3,475.4**	**4,043.3**	**16,222.3**	**18,433.3**
% change	**-14.0%**		**-12.0%**	
■ Home				
Architectural Digest A. C.	126.8	158.6	521.5	738.7
Better Homes & Gardens C.	127.6	148.6	542.6	527.5
Colonial Homes (6X) C.	—	—	96.8	98.3
Columbus Monthly-Homes (4X)	—	—	39.1	57.2
Country Home (6X) C.	—	—	109.6	114.4
Country Life (6X)	49.4	49.9	159.2	154.7
Country Living C.	86.2	98.0	394.8	454.2
Decorating Remodeling (8X) C.	47.7	74.2	144.1	164.2
Family Handyman (10X) A. C.	52.8	56.6	229.0	184.2
Florida Home & Garden	70.0	110.3	226.3	385.3
Flower & Garden (6X)	49.5	41.7	89.3	88.4
Home C.	53.4	64.6	251.5	296.7
Home Mechanix C.	61.3	68.3	185.6	235.5
Homeowner (10X) C.	28.8	28.5	126.0	125.4
Horticulture	54.0	59.7	242.5	247.9
House Beautiful C.	77.5	76.3	302.5	312.7
HG C.	89.4	105.8	379.8	452.7
Metropolis (10X)	90.8	97.7	240.3	262.6
Metropolitan Home C.	74.1	94.4	361.1	514.1
Midwest Living C.	—	—	143.9	128.5
1,001 Home Ideas C.	46.7	71.2	232.5	314.0
Organic Gardening (9X) C.	43.1	45.4	251.0	230.3
Phoenix Home/Garden	46.8	72.2	254.4	358.1
Practical Homeowner (9X) C.	—	—	193.7	157.8
San Diego Home/Garden	95.3	118.3	397.8	448.7
Southern Accents (11X) C.	57.5	91.4	194.2	326.6
Southern Living C.	96.8	114.2	503.6	549.5
Sunset Magazine A. C.	147.9	163.9	624.6	651.2
Workbench (6X)	46.2	35.6	90.8	63.5
Total Group	**1,719.4**	**2,045.3**	**7,527.8**	**8,642.8**
% change	**-15.9%**		**-12.9%**	
■ In-flight & other passenger				
Aboard Group (6X)	35.1	45.2	108.5	122.7
Alaska Airlines	59.4	74.7	265.2	355.9
America West Airlines	60.0	81.7	328.0	381.7
American Way (24X) C.	130.9	180.6	596.7	720.9
Continental Profiles	44.0	56.6	192.6	263.7
Delta Sky C.	71.3	71.7	329.1	357.5
Pan Am Clipper	29.2	51.8	156.2	237.2
Southwest Spirit	62.3	65.3	268.2	260.6
Spirit of Aloha	31.8	31.9	175.2	168.3
Trump's	30.5	67.3	113.6	127.8
TWA Ambassador (10X)	19.5	41.7	162.8	156.2
United Vis 'A Vis	72.0	72.6	343.0	344.8
US Air Magazine	68.9	69.7	328.2	303.2
Total Group	**714.9**	**910.8**	**3,367.3**	**3,800.5**
% change	**-21.5%**		**-11.4%**	
■ Men's				
Esquire A. C.	61.9	100.6	331.9	488.1
Firehouse Magazine	38.9	20.7	207.7	161.5
Gentlemen's Quarterly A. C.	114.5	143.4	612.3	765.2
M Inc. C.	32.9	40.8	229.5	308.4
Men's Health (6X)	26.8	27.9	73.9	52.2
Men's Fitness	36.5	23.3	166.4	146.4
Muscle & Fitness C.	119.2	105.3	598.5	522.3
Penthouse A. C.	62.7	49.4	293.4	255.8
Playboy A. C.	68.8	62.3	298.9	285.3
Total Group	**562.2**	**573.7**	**2,812.5**	**2,985.2**
% change	**-2.0%**		**-5.8%**	
■ Metropolitan				
Aloha (6X)	32.5	46.8	105.5	132.8
Annapolitan	45.5	92.9	221.0	349.9
Atlanta	100.4	79.2	351.0	345.8
Baltimore	50.4	67.0	232.0	310.7
Boston	76.6	115.3	295.4	512.3
Chicago	97.7	99.7	369.5	455.0
Chicago's North Shore	73.8	105.0	365.3	456.6
Cincinnati	33.3	35.9	167.5	189.2
Cleveland	40.3	51.7	196.2	219.1
Columbus Monthly	48.4	51.2	212.3	307.4
Connecticut	78.1	98.0	300.2	448.2
D/Magazine	50.0	59.7	236.0	276.2
Detroit Monthly	37.7	59.3	210.5	282.7
Grand Rapids	19.3	32.7	109.2	141.8
Gulf Coast (13X)	35.8	32.3	425.1	256.0
Honolulu	46.4	50.4	220.6	254.7
Houston Metropolitan Magazine	50.8	79.0	380.7	334.7
Inside Chicago (8X)	21.0	29.0	54.5	71.0
L.A. Style	76.9	121.5	360.0	518.1
Los Angeles	122.2	188.4	457.1	676.4
Louisiana Life (6X)	31.5	32.7	87.0	90.0
Madison	40.0	46.0	162.0	195.0
Memphis	48.3	50.4	239.5	258.7
Mid Atlantic Country	61.6	53.8	262.9	223.6
Milwaukee	59.3	67.8	266.3	301.8
Minneapolis/St. Paul	81.1	97.1	407.6	523.8
Minnesota Monthly Mag.	60.3	89.7	256.9	339.8
New Jersey Monthly	51.7	74.7	222.5	342.7
New Mexico	40.0	43.9	201.3	193.7
New York Woman (10X)	36.9	41.7	132.0	173.6
Ohio	58.2	81.6	214.0	266.7
Orlando	89.0	86.8	461.9	481.0
Pacific Northwest	32.5	51.5	148.8	247.3
Palm Beach Life	19.2	41.1	242.3	392.7
Palm Springs Life	86.5	96.9	636.2	704.8
Philadelphia	96.2	130.7	505.6	674.6
Phoenix	29.0	29.9	143.5	189.8
Pittsburgh	60.4	68.0	307.0	316.1
Rhode Island Monthly	34.2	59.4	186.0	262.6
Sacramento Magazine	46.3	47.7	249.0	272.9
St. Louis	35.3	69.5	139.3	193.2
San Diego	105.8	140.0	465.2	638.6
San Francisco Focus C.	77.9	119.0	336.9	478.9
Sarasota (10X)	55.4	71.0	354.9	476.0
South Florida Magazine	39.7	73.1	270.6	460.2
Texas Monthly C.	134.4	139.3	549.7	568.4
The Washingtonian	103.4	153.0	479.2	667.8
Total Group	**2,751.3**	**3,551.2**	**13,197.7**	**16,472.9**
% change	**-22.5%**		**-19.9%**	
■ Music/entertainment				
Audio	80.3	96.8	377.9	422.6
Dance Magazine	60.0	61.1	314.8	317.1
Playbill	58.9	67.1	209.4	237.1
Premiere C.	47.9	45.9	278.1	303.6
Video Magazine	66.2	62.3	332.3	319.5
Total Group	**313.2**	**333.3**	**1,512.3**	**1,599.8**
% change	**-6.0%**		**-5.5%**	
■ Outdoor & sport				
Alaska	40.1	39.2	227.7	213.3
The American Handgunner (6X)	56.0	59.0	160.0	172.0
American Hunter	13.8	12.6	73.6	83.7
American Rifleman	21.1	22.9	100.0	108.3
Backpacker (8X) C.	47.0	40.0	123.0	105.4
Bassmaster (10X) A. C.	50.1	73.1	365.0	392.7
Bicycling (9X) C.	119.6	147.2	460.7	496.3
Body Boarding (8X)	—	—	55.7	70.8
Ducks Unlimited (6X)	23.9	26.6	78.8	78.2
Field & Stream C.	61.9	71.6	327.5	363.8
Fishing World (6X)	26.9	33.9	98.1	161.8
Flex	83.7	68.7	377.4	323.9
Florida Sportsman	124.3	120.1	611.3	717.6
Golf Digest C.	131.4	123.7	532.6	600.4
Golf Illustrated C.	61.4	51.0	220.6	230.8
Golf Magazine C.	81.1	93.6	546.0	584.3
Guns	39.0	38.0	181.0	199.0
Guns & Ammo	38.3	43.4	177.7	228.2
In-Fisherman (7X)	50.5	47.2	305.5	322.7
Outdoor Life C.	74.3	70.9	336.5	340.5
Outside Magazine C.	90.9	84.0	361.1	317.8
Petersen's Hunting	21.8	41.5	162.8	177.0
Runner's World (12X) C.	55.3	39.1	254.1	163.8
Salt Water Sportsman C.	81.6	103.0	462.4	576.9
Shooting Times	22.4	28.4	134.3	152.5
Sierra (6X)	—	43.0	128.9	112.5
Ski (8X) A. C.	—	—	287.0	292.8
Skiing (7X) A. C.	—	—	229.6	230.0
Skin Diver C.	124.8	129.0	600.1	574.4
Southern Outdoors (9X)	36.6	37.1	209.5	230.1
Southern/Western Links (6X)	39.7	34.5	112.8	107.2
Sport Magazine C.	31.7	27.5	165.0	141.5
Sports Afield C.	55.5	57.7	324.8	339.9
Surfing	53.0	71.5	298.2	348.2
Tennis C.	64.1	61.0	291.0	291.2
Volleyball (9X)	—	—	53.7	—
Waterski (10X)	75.3	75.7	306.0	319.7
Western Outdoors (9X)	—	—	98.3	166.6
WindRider (8X)	65.7	72.0	170.3	197.1
World Tennis C.	49.6	38.3	173.3	179.6
Total Group	**2,074.6**	**2,125.8**	**10,181.8**	**10,712.6**
% change	**-2.4%**		**-5.0%**	
■ Photography				
American Photo (6X) C.	63.1	57.1	149.2	143.8
Petersen's Photographic	41.1	27.7	155.5	116.5
Popular Photography C.	97.2	98.8	519.9	495.7
Total Group	**201.4**	**183.6**	**824.6**	**756.0**
% change	**9.7%**		**9.1%**	
■ Science/electronic/mech				
Discover C.	24.5	33.6	158.6	179.9
Home Office Computing C.	29.6	36.7	187.2	243.6
Omni C.	53.3	53.5	282.8	263.6
Popular Mechanics C.	62.3	85.2	299.6	341.7
Popular Science C.	79.8	84.7	293.3	320.7
Scientific American C.	45.5	51.3	263.6	189.7
Spectrum C.	39.7	55.0	224.8	262.0
Total Group	**334.8**	**400.0**	**1,709.9**	**1,801.2**
% change	**-16.3%**		**-5.1%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	—	—	1,251.5	1,295.0
Cosmopolitan A. C.	205.0	305.9	827.6	940.9
Elle C.	153.4	206.5	707.0	888.5
Essence C.	81.8	123.4	311.3	396.1
Family Circle (17X) A. C.	92.3	122.7	607.5	660.5
Glamour C.	166.5	197.6	734.4	750.8
Good Housekeeping A. C.	127.5	155.0	654.4	679.4
Harper's Bazaar C.	93.0	104.3	469.9	582.1
Health C.	42.2	35.1	176.7	179.1
Imagen	81.4	123.3	375.1	420.3
Ladies' Home Journal C.	126.0	150.9	623.5	649.0
Lear's C.	37.2	55.8	203.7	276.3
Mademoiselle C.	158.8	151.9	557.2	631.7
McCall's C.	78.8	98.4	412.7	404.0
Military Lifestyle (10X)	73.0	103.9	208.8	273.1
Mirabella C.	75.6	63.3	398.7	433.0
Modern Bride (6X) C.	—	—	1,007.9	1,025.2
New Woman C.	66.8	84.2	324.9	385.6
Parenting (10X) C.	61.5	76.0	301.6	287.5
Parents Magazine A. C.	127.3	146.0	572.5	587.6
Redbook C.	106.0	105.3	467.3	464.3
Self C.	102.7	155.0	401.0	565.0
Seventeen C.	76.7	97.8	417.4	547.2
Shape C.	60.2	69.6	274.0	268.7
Soap Opera Digest (26X) C.	38.4	45.8	181.9	181.5
Teen Magazine	55.5	75.1	217.6	248.2
True Story A. C.	50.2	49.7	212.3	271.3
Victoria C.	43.7	38.3	217.2	230.5
Vogue C.	202.7	201.9	1,087.8	1,201.9
W Magazine (26X) C.	47.9	66.6	457.0	596.3
Weight Watchers C.	31.2	31.5	168.3	181.1
Woman's Day (15X) A. C.	170.4	186.0	478.0	636.7
Workbasket (6X)	28.7	18.2	65.8	39.5
Working Mother C.	54.5	62.5	278.8	305.6
Working Woman C.	72.6	80.9	355.5	410.9
Total Group	**2,989.4**	**3,588.3**	**16,006.5**	**17,894.4**
% change	**-16.7%**		**-10.6%**	
■ Youth				
Boys' Life C.	20.7	17.3	84.7	91.1
Campus Life (10X)	28.7	26.7	235.3	204.5
Total Group	**49.4**	**43.9**	**320.1**	**295.6**
% change	**12.4%**		**8.3%**	
■ Business/national				
Barron's	104.4	137.2	619.3	712.2
Black Enterprise C.	54.4	49.5	302.4	330.4
Business Week (52X) A. C.	312.6	368.1	1,263.6	1,551.4
Economist (52X) C.	187.4	243.8	922.7	1,101.5
Entrepreneur C.	151.7	168.5	855.3	845.6
Financial World (26X) C.	43.7	109.8	260.4	465.8
Forbes (26X) C.	328.0	344.8	1,248.1	1,503.7
Fortune (26X) C.	193.0	292.8	898.5	1,245.6
Frequent Flyer	34.1	46.3	178.2	199.0
Futures	39.7	42.7	200.2	202.9
Harvard Bus. Review (6X) C.	58.6	62.1	161.3	182.3
Inc. Magazine C.	66.4	132.7	339.0	441.7
Income Opportunities	65.2	71.6	369.3	369.5
Industry Week (23X) A.	86.2	83.9	356.5	437.5
Nation's Business (12X) A. C.	26.1	25.9	129.1	128.9
Success C.	50.5	30.3	193.4	142.0
Total Group	**1,801.9**	**2,210.9**	**8,297.3**	**9,859.9**
% change	**-18.5%**		**-15.8%**	
■ Business/regional				
Bus. First-Columbus (52X)	116.2	79.8	508.8	425.4
Bus. Jrnl.-Milwaukee (52X)	92.2	154.3	557.6	757.3
Bus. Jrnl.-Sacramento (52X)	67.7	82.7	371.9	434.5
Bus. North Carolina	44.3	48.3	161.7	193.2
Capital Dist. Bus. Review (52X)	67.9	54.1	364.1	336.5
Caribbean Business	119.1	178.7	458.6	565.7
Corporate Rpt. Minnesota	61.5	43.9	232.7	220.6
Crain's Chicago Bus. (52X)	136.6	162.5	526.0	698.6
Crain's Cleveland Bus. (52X)	53.3	91.1	299.2	383.1
Crain's Detroit Bus. (52X)	59.8	95.5	318.1	445.6
Crain's New York Bus. (52X)	62.0	82.0	289.0	329.0
Florida Trend (13X)	43.1	48.4	186.5	253.2
Georgia Trend	27.3	40.3	175.3	209.6
Grand Rapids Bus. Jrnl.	62.1	58.7	270.5	273.0
Hawaii Business	40.8	57.3	232.7	252.3
Houston Bus. Jrnl. (52X)	109.6	74.0	553.6	297.0
Indianapolis Bus. Jrnl. (52X)	110.5	144.9	579.5	694.4
Nashville Business & Lifestyle B.	17.1	—	97.9	—
New England Bus. (12X) A.	25.5	31.0	121.0	166.8
New Orleans City Bus.	85.2	47.9	383.0	245.0
Pacific Bus. News (52X)	116.3	94.9	510.3	501.2
Philadelphia Business Journal (52X)	118.0	128.4	325.3	397.6
Pittsburgh Bus. Times (52X)	43.8	91.3	274.2	481.3
Providence Business News	62.4	67.9	323.9	332.7
Regarvie's/Washington (7X)	—	—	267.0	466.0
St. Louis Bus. Jrnl. (52X)	131.9	105.0	627.8	541.8
Warfield's/Maryland (26X)	60.7	79.2	268.0	310.0
Total Group	**1,918.0**	**2,142.0**	**9,186.1**	**10,211.4**
% change	**-10.5%**		**-10.0%**	
■ National Sunday mags				
Parade (52X) C.	53.3	73.3	305.7	286.7
USA Weekend (52X) C.	54.4	52.7	267.4	272.7
Vista Magazine (52X)	27.0	28.4	79.3	92.0
Total Group	**134.8**	**154.4**	**652.4**	**651.4**
% change	**-12.7%**		**0.2%**	
■ Newspaper Sunday magazine				
Boston Globe	117.6	171.9	608.8	879.8
Chicago Tribune	84.8	150.9	460.6	621.8
Cleveland Plain Dealer	60.1	71.3	220.7	301.9
The Dallas Morning News	51.1	53.3	240.0	258.0
Detroit Free Press	33.0	60.0	189.0	256.0
L.A. Times C.	68.5	78.1	310.8	429.6
New York Times Mag. C.	219.1	340.7	1,186.4	1,602.9
Philadelphia Inquirer	67.2	100.9	357.1	458.3
Seattle Times	85.0	92.0	313.0	392.0
St. Louis Post Dispatch	96.8	81.6	396.1	377.6
Toledo Blade Magazine	33.5	33.5	161.9	171.5
Washington Post	85.3	146.4	409.2	552.6
Total Group	**1,002.0**	**1,380.6**	**4,853.6**	**6,302.0**
% change	**-27.4%**		**-23.0%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	188.9	125.3	907.7	642.6
Army Times Military Group:				
Air Force Times (52X)	125.0	156.5	656.3	760.9
Army Times (52X)	122.7	158.0	642.6	751.0
Navy Times (52X)	126.8	165.4	688.6	794.0
Capper's (26X)	25.7	28.6	149.1	156.4
Commonweal (22X)	9.2	9.2	42.7	54.8
Entertainment Weekly (52X) C.	74.1	99.0	315.7	310.9
Golf World (41X) C.	144.5	123.8	760.7	745.2
Grit (52X) A.	31.8	36.8	183.0	197.0
Jet (52X) C.	86.5	90.9	421.0	429.7
National Journal (50X) C.	38.5	60.0	242.3	282.8
New Republic (48X)	39.8	43.5	202.6	204.6
New York Mag. (50X) C.	189.1	219.3	855.7	1,051.0
New Yorker C.	138.4	168.6	639.1	910.6
Newsweek (52X) A. C.	195.9	213.1	725.6	902.8
People (51X) C.	267.5	366.6	1,213.6	1,428.3
Rolling Stone (25X) C.	173.1	213.8	616.8	766.1
Sporting News (52X) C.	28.3	37.6	163.3	215.9
Sports Illustrated (52X) A. C.	171.1	242.5	847.4	1,057.7
Time (52X) A. C.	159.5	252.8	815.8	1,054.2
TV Guide (52X) A. C.	205.9	253.9	1,037.8	1,287.5
US Magazine (26X) C.	49.4	84.0	180.8	309.3
U.S. News & World Report (50X) A. C.	174.7	162.6	689.9	744.3
Total Group	**2,766.5**	**3,311.7**	**12,998.2**	**15,057.5**
% change	**-16.5%**		**-13.7%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

NOTE

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PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs: 2, 12, 14

C2710-1

NEWSPAPER

Advertising Age

July 8, 1991

Crain's International Newspaper of Marketing • $2.50 • $3.00 in Canada • £3.50 in U.K.

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0 14302 76871 1 27

AA A00028 281
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Miller Lite loses 'it'

Burnett's new ads misfire in selling

By Bob Garfield

On a beer truck chugging into the distance, two giant blue letters slide off the back panel, turning the word "Lite" into an inscrutable "it" as the L and E tumble to the road below.

What an apt image for Miller Lite's first full-fledged campaign from Leo Burnett USA, Chicago. Less thrilling. Wastes freight.

The squandered freight, of course, isn't sheet metal signage so much as 17 years worth of brand image value, built on the strength of propitious market timing and one of the greatest ad campaigns in history. By offering most of the flavor and only half of the calories, via self-deprecating ex-jock "spokesguys," Miller Lite became the second-best-selling beer in the U.S.

AD REVIEW

Now, with its growth in the light segment stymied, Miller Brewing Co. is staking its claim not as a low-calories alternative but as "the beer that beer's become." In four new TV spots full of humor and chutzpah and typical beer-commercial charm, Miller conspicuously eschews even passing reference to its legendary less fillingness. "It's it," goes the new theme line. "And that's that."

But "it" isn't, because "less

(Continued on Page 38)

A Miller Lite beer truck loses a couple of its letters and in the process gives a clue to Leo Burnett USA's new ad theme: "It's it and that's that." New spots break July 9 during the All-Star Game.

Saatchi taps Scott for key new position

By Laurel Wentz

LONDON—Saatchi & Saatchi Co. Chief Executive Robert Louis-Dreyfus this week is expected to name Charles Scott to the new post of chief operating officer, with the intent of assessing him as Mr. Louis-Dreyfus' successor.

Mr. Louis-Dreyfus said he's creating the job to give Mr. Scott, now chief financial officer, the general management experience necessary to determine whether he can handle the ceo role and to free himself to focus on long-term strategic issues.

Under this scenario, Mr. Scott, 42, could succeed Mr. Louis-Dreyfus.

"No one's eternal," Mr. Louis-Dreyfus said of his own future at Saatchi. "I won't be there 50 years from now. I'd like to see if [Mr. Scott] can oversee operations and do all that I've done over the last year. I'll think a bit more about future strategy."

C. Scott

Most Saatchi operating companies will report to Mr. Scott rather than to the chief executive, Mr. Louis-Dreyfus said.

Since joining Saatchi in January 1990, Mr. Louis-Dreyfus has made it clear that he has "no idea how long I'll be [at Saatchi]. I always said I'd be [here] between

(Continued on Page 35)

LAST MINUTE NEWS

DMB&B wins $10M in Aussie ad business

LONDON—The Australian Tourist Commission is moving its $10 million European business to D'Arcy Masius Benton & Bowles. Chiat/Day/Mojo previously handled in the U.K. and Foote, Cone & Belding on the Continent. The commission is consolidating its $70 million worldwide business with three or four agencies. Next to be reviewed, probably in October, is the $15 million North American business, held by Chiat in the U.S. and Ogilvy & Mather in Canada.

Diamandis back on the prowl

NEW YORK—Peter Diamandis is back on the magazine acquisition trail following the quiet expiration last week of his nine-month no-compete clause with former employer Hachette. "I'm going to start looking. . . . it's a good time to buy," he said. Mr. Diamandis continues as an adviser to TVSM, publisher of *The Cable Guide*, and said he may take a financial stake in the company.

Pepsi's Wild Bunch rolls out

SOMERS, N.Y.—Pepsi-Cola Co. this week starts the limited rollout of its flavored colas to spark incremental sales

(Continued on Page 8)

INSIDE

B. Kuperman

Cannes coverage: Lion inflation halted. **Page 12.**
■ Commentary by U.S. judge Bob Kuperman. **Page 22.**
■ More photos. **Page 26.**

Special Report: Packaging turns green. **Page 15. Research:** Testing green packages. **Page 24.**

CHANGING MARKETS: First in a series

Boomers leave a challenge

By Gary Levin

The Pepsi generation is shrinking, and the cola giant is turning to sports drinks and sparkling water to quench more of America's thirst.

The median age of moviegoers is going up, and movie marketers are providing a whole lot more "Pretty Women" than "Terminators."

Even Sheraton Hotels is fretting that tiny typefaces in print ads won't reach the travelers becoming a more important part of its customer base.

Yes, the aging of baby boomers, perhaps the most coveted market in marketing history, is leading to profound and subtle changes across a number of U.S. industries.

"There are going to be fewer films for mindless young boys with Los Angeles high-school educations."

In the next decade, the population in the 18-to-34 set, 70 million strong in 1990, will drop nearly 11%, the U.S. Census Bureau estimates. That means a shift in emphasis, with soft drinks, snack foods, restaurants and beer—to name a few—most likely to be affected, researchers say.

"The particular segment of the market that was courted so passionately by lots of industries is a leveling-off market," said Fabian Linden, executive director of the Conference Board's consumer research center. "They no longer have the population explosion going for them."

Conversely, categories targeting older audiences will benefit as their universe of customers expands: cosmetics, the leisure travel industry, healthcare and entertainment, to name a few.

Several factors, however, complicate the once neat cor-

(Continued on Page 14)

By the year 2000, the number of people in the 18-to-34 age group will have decreased 11% to 62.4 million from 90 million in 1990.
11%
1990
2000
Chris Chapman/Tony Stone Worldwide

HOLLY SEGUINE

A VOICE OF THE TIMES

When the oldest continuously published monthly magazine in America turns Hot people in the ad community want to know why.

Why was The Atlantic up 42% in ad pages for 1989 and 1990? Why has The Atlantic been named to Adweek's list of "10 Hottest Magazines" for the second year in a row? Why does The Atlantic continue to perform well in the treacherous economic waters of 1991?

You, our advertisers, made it happen. And continue to make it happen.

- You recognize The Atlantic's pre-eminent editorial as the place to get across your advertising messages.
- You see The Atlantic's educated lifestyle niche as a place to find readers who are both upscale and smart.
- You know The Atlantic's audience of influential movers and shakers matters in its own right and in shaping the decision-making patterns of others.
- And you understand that now, more than ever before, The Atlantic is a voice of the times.

For now is a time when what you *know* matters as much as what you have. And as the majority of the population (a little older and a little wiser) looks to understand the world around them, they turn to the magazine and its readers to help them make sense of that world.

The Atlantic has been described as the nation's dining-room table — a place where business people, scientists, politicians, teachers, writers, members of the clergy, the military, Republicans, and Democrats can regularly hear one another speak.

The voices are often eloquent, the subjects are wide-ranging, but most important of all is who's listening.

All of this explains why more and more of you are coming to the table with your advertising messages.

The Atlantic is a voice of the times — and a great place to be heard.

The Atlantic

For information call Jayne Young, Associate Publisher (212) 326-5311

NEWS SUMMARY

■ **Saatchi & Saatchi** Chief Executive Robert Louis-Dreyfus is expected to name Charles Scott chief operating officer, in line to succeed him as ceo. 1

■ **Dentsu** will open its own U.S. sales promotion unit, Nova Promotion Group, in New York in September. 3

■ **Upfront sales** for the TV networks' new season are virtually completed, with prime-time sales estimated at $3.5 billion, a 19% drop from last year. 3

■ **Levi Strauss & Co.** will promote jeans for women with a $12 million campaign starting Aug. 1. 3

■ **Visa USA** today begins its campaign tying in with the 1992 Olympics. 3

■ **Hearst Corp.** and Chrysler Corp. are close to completing a cross-media ad package that could include cable, newspapers and other media in addition to magazines. 3

■ **Judge Clarence Thomas,** Supreme Court nominee, showed some support for commercial speech rights in an earlier appellate court ruling. 4

■ **Gordon Bowen** will leave Ogilvy & Mather in the fall to head up the Coca-Cola account at McCann-Erickson. 4

■ **Reebok** will use a Chiat/Day/Mojo theme for its new corporate image campaign. 4

■ **Third-class mailers** hope the postal service board of governors' rejection of rates recommended by the Postal Rate Commission will mean some relief from higher rates. 4

■ **'Bo Show,'** a new Nike TV spot featuring Bo Jackson, is getting significant free "news" exposure before its debut. 8

■ **Cannes** ad film fest handed out fewer gold awards this year because of tougher standards and voting changes. 12

■ **Package-goods marketers** are stepping up testing of reduced packaging as part of the green marketing trend. ... 24

■ **A new TV network** in Russia is challenging the state-run network and is seeking Western advertising 30

■ **Gay magazines** are still having trouble appealing to mainstream advertisers. 31

■ **Introspect** is a new line of young men's apparel to be introduced by Paul Davril Inc. 33

■ **Eurocom** and Carat may be near a breakup of their media buying partnership. 33

■ **Wells Rich Greene BDDP,** responding to lawsuits, disavowed liability for payments to newspapers for buys made on behalf of a "disclosed principal," Continental Airlines. 34

■ **Isuzu** selected five finalists for its $95 million U.S. account. A decision will be made next month. 34

■ **G. Heileman Brewing Co.** withdrew plans to market Colt 45 PowerMaster malt liquor following government reversal of approval plus threats of consumer boycotts. 35

■ **Miller Brewing Co.** will drop its "Less filling. Tastes great" theme and introduce a new theme this week. 38

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Vol. 62, No. 28—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except special issues the fourth week in January and the fourth week in September) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2589. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $79 a year, $130 two years. Add $175 per year for air delivery to Europe & Middle East. Add $64 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185. 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48109. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

Brack tracks changes at Time Inc.

The nation's largest consumer publisher, Time Inc. Magazine Co., has emerged as a leader in multimagazine and cross-media packaging and is restructuring its sales force to intensify that effort. At the same time, its Time Publishing Ventures division is pushing forward with the aggressive launch of Martha Stewart Living *and related properties.*

Reginald K. Brack Jr., chairman, president and ceo of Time Inc. Magazine Co. and chairman of the Magazine Publishers of America, discussed with Advertising Age *Reporter Scott Donaton the state of the magazine industry in general and his company in particular.*

ONE ON ONE

Advertising Age: *Time Inc. is restructuring its sales force, putting in place four corporate regional VPs to whom all single-title reps will report. What is the goal behind the realignment?*

Mr. Brack: Simply put, it's to get closer to our customers. This puts four of our most capable sales directors that much closer to our customers and gives them responsibility for all of our magazines, where before they were each responsible for one magazine. Being able to talk to customers about all of our properties certainly has been successful. This doesn't change the way we sell as much as the way we manage. Each [rep] will continue to sell the individual titles. That's critical.

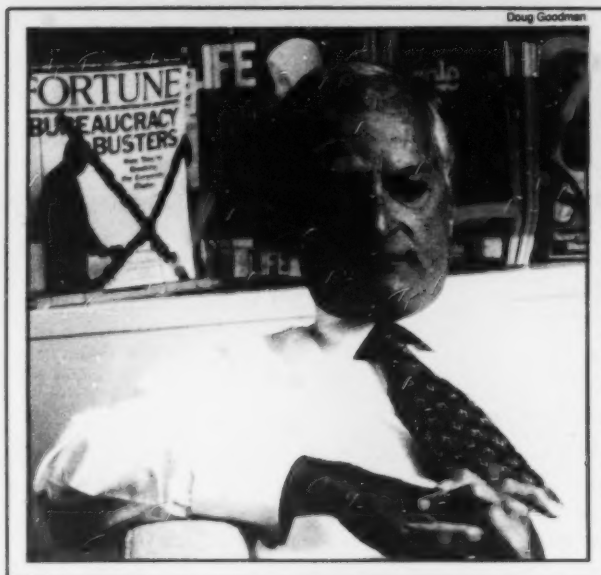
AA: *How will the new structure change the role of the publishers and ad directors at the individual magazines?*

Mr. Brack: It will enable the publishers to focus even more on building the brand identity and take some of the burden off them for ad sales. It will enable the sales directors to do more to make sure that our magazines are priced properly, promoted properly and sold properly. We see those jobs really being enhanced, not diminished.

AA: *Time Inc. has emerged as a leader in the field of corporate ad sales through major deals with the likes of General Motors, Chrysler and Mazda. Why?*

Mr. Brack: There is enough homogeneity in our magazines and our audiences—enough tonnage, enough reach, enough frequency—that through a combination of our weeklies and our monthlies, we're able to do a disproportionately large percentage of a given advertiser's job. And the foundation of these packages really is the magazines. We start with that foundation, enhance it with a lot of special programs and then add to that cable television, books, custom publishing.

Doug Goodman



"We're not doing what we're doing to build share, although that results from it. What we're really trying to do is to bring dollars in to our magazines, wherever they come from. . . . It's not a share battle. This is a long-term strategy."

Reginald Brack

AA: *There's somewhat of a concern that these types of packages are more of a short-term way to build share during a weak period than a wave of the future.*

Mr. Brack: We're not doing what we're doing to build share, although that results from it. What we're really trying to do is to bring dollars in to our magazines, wherever they come from. In none of these cases are we sitting down with another single magazine or publishing company in mind and saying, "Because we're Time Warner, we can do it better than *Newsweek* or Conde Nast or Hearst." We're trying to work closely enough with advertisers and agencies to understand what a company is really trying to do, and then bring all our assets together to get more dollars, probably from places other than magazines, into our magazines. It's not a share battle. This is a long-term strategy.

AA: "*[illegible] at about the argument that these types of deals commoditize media?*

Mr. Brack: First of all, I have trouble with the word "deal" because that implies some kind of a cut-rate price. That is not the case here. We are not doing anything for any single advertiser that we would not do for another under the same circumstances.

As to commoditization, that's something I worry a lot about for the whole industry, certainly for our magazines. But if you're doing a good enough job of understanding the customers' needs and fitting the right combinations of magazines, you're really accen-

(Continued on Page 32)

THE SECRETS OF NEW PRODUCT SUCCESS. A FREE SAMPLE.

1. Great ideas aren't the answer.

Just as a good idea may stop you from going on to discover a great one, a great idea may stop you from going on to discover the right one. After you get a great idea, continue to look for the right idea.

2. Exact appropriateness.

Every product has a small group of words and pictures that are exactly appropriate to it. When the time is taken to discover them and weave them together expertly, recall goes way up and top-of-mind awareness in the category is preempted.

3. News, with style.

The excitement of a concept board or test commercial must come from the clear communication of news about the product. Style comes from clarity and precision, not cleverness that subordinates the news. Even when image is all important, it takes the form of news, not so much inherent in the product, but invented.

4. Efficiency in communication.

Maximum efficiency in mass communication is one word—a name that says everything. Second is a slogan that contains the name. After that, people have to remember two or more things to know your message. Efficiency goes down, and media expenditures lose impact.

5. The disappearing concept board.

Most people test concept boards and commercials. The right concept board or commercial tests the product—by allowing the consumer to see right through it to the product shown in its best light.

We're top, award-winning creative people who've specialized in new products for over 15 years. So we've discovered a lot of unique secrets that have helped bring success to many leading companies.

We also put new life in old brands.

Let us make a presentation. If you retain us for a project, you'll move your new products program to a new, and generally unavailable level—where business-as-usual simply can't take you.

Just call and ask for Tom. The secrets of new product success don't have to remain secrets to you.

THE TOM ATTEA COMPANY, INC.

THREE LINCOLN CENTER PLAZA, NEW YORK, NY 10023
PHONE (212) 769-1500

Cannes Gold turns silver

Award flood slows; disputes, silver prizes liven ceremony

By Laurel Wentz

CANNES—The abrupt halt of award inflation at this year's International Advertising Film Festival left organizers scrambling for Silver Lions to distribute at the awards ceremony.

CANNES 1991

The jury awarded so few prizes that, for the first time, festival organizers had to fill time during the June 29 ceremony by handing out Gold Lions hastily repainted as Silvers.

"They told us to be careful the paint didn't come off on us and we had to give them back afterward," said Donald Gunn, Chicago-based senior VP-director of creative resources at Leo Burnett Co., which won three Lions.

The 80 commercials that won awards this year represented a 42% fall from 138 in 1990 and 57.7% less than the 189 awarded in 1989.

Judges and former judges attributed the drop to a tough jury, fewer good commercials and a new system of scrutinizing computer printouts of votes cast to spot unusually high marks indicating vote trading.

"If we'd given 160 this year, next year's jury would have awarded 180," said Fernando Ocana, chairman of TAPSA/N W Ayer, Madrid, and one of this year's Spanish judges.

Some judges thought even 80 Lions—the Grand Prix, 17 Golds, 19 Silvers and 43 Bronzes—were too many.

"They should make them really scarce," said David Horry, creative director, Still Price:Lintas, London, and a U.K. judge. "The fewer, the merrier. I thought the general standard of entries was appalling I would have taken most of the Bronzes away and said they're not worth anything."

Even the Grand Prix winner, Ogilvy & Mather Paris' French Source Perrier spot featuring a woman roaring back at a lion, wasn't universally popular.

Before the final choice, the jury split 16-7 between the Perrier commercial and GGK London's U.K. campaign for the Electricity Association featuring animated animals explaining why electric heating suited their lifestyles.

Critics complained the Perrier spot was beautifully executed but lacked a strong idea.

"I'm totally in favor of a much stricter judging process," said Marcio Moreira, vice chairman-chief creative officer-international at McCann-Erickson Worldwide, New York.

The Perrier spot was booed by the audience at the awards ceremony. A visibly upset Jean-Paul Goude, the spot's director, dropped the award on the stage and mouthed obscenities at the crowd.

"Perrier for me was one of the great, powerful images of the week," said Richard Barker, European creative director of D'Arcy Masius Benton & Bowles, London, and a U.K. judge. "When the girl roars and roars and her mouth opens wider and wider, it's extraordinary." □

The winners at Cannes

Top Lion winners by agency network . . .

Network	Gold	Silver	Bronze	Total
BBDO Worldwide	3	1	5	9
DDB Needham	3	1	0	4
Lowe International	2	2	0	4
Young & Rubicam	0	2	2	4
Backer Spielvogel Bates	0	1	2	3
Saatchi & Saatchi	1	1	1	3
Eurocom	0	2	1	3
McCann-Erickson	0	1	2	3
Leo Burnett Co.	0	1	2	3
Hakuhodo	0	0	3	3

. . . and by country.

Country	Total Lions
U.K.	20
U.S.	14
Australia	9
Spain	9
Brazil	6
France	6*
Japan	4
Norway	3
Canada	2
Germany	2
Italy	2

*1991 Grand Prix winner.

Challenges arise as boomers age

(Continued from Page 1)

relation between age and consumer behavior.

The growth of minorities, postponed childbearing and increased longevity all are leading to larger, more extended and more financially strained families even as population growth slows.

Indeed, some experts contend age alone is no longer a reliable barometer of what people buy.

In the 1990s, "marital status and kids are more important determinants of consumer behavior than age and income," said Thomas Exter, research director at *American Demographics*.

For instance, married couples with kids represent 23% of the U.S. population, but they account for 41% of grocery sales. Parents of young children are increasingly part of an older demographic group, yet they still buy diapers, formula and milk.

Because of its sheer numbers, "the market will follow the boomers," said Laurel Cutler, vice chairman and worldwide director of marketing planning at FCB/Leber Katz Partners, New York. "The biggest thing that's happened to boomers is not how much they've aged but how much they've matured."

"What we're sensing is this is a group looking for more 'dazzle-and-delight-me' kinds of foods in terms of taste and flavor."

Anthony Adams
Campbell Soup Co.

She noted a trend to postponed from instant gratification that dovetails with what's now viewed as an excessive mid- to late 1980s.

Perhaps equally significant, Americans increasingly belie their physical age.

"The baby boom, unique as it is, is not moving in lockstep with age as generations did previously," said Barbara Caplan, a VP at Yankelovich Clancy Shulman. "It's not as if a bell rang and you start drinking coffee or stop wearing certain clothes. People now are not governed in such a conforming way."

For marketers that traditionally targeted age groups that are now shrinking, that's welcome news.

"We had a lot of concern historically that [demographic shifts] would have negative impact on our business," said Dwight Riskey, VP-new products and market research at Frito-Lay, a unit of PepsiCo, whose soft-drink and restaurant holdings also target youthful audiences.

"The Pepsi generation, people who basically grew up snacking on chips, are actually carrying their consumption patterns with them a lot more than some anticipated," Mr. Riskey said, referring to what social scientists call the "cohort phenomenon." "We believe at least half the category growth [of 4% last year] is attributable to that."

"This generation, more than other generations, tends to hang onto the values and attitudes of its youth," said Michael Porter, director of marketing at Stroh Brewery Co. "I don't see them suddenly turning off of beer. Perhaps their total consumption will decline, or they may alter their brand selections for reasons of alcohol or caloric intake, but I suspect they'll drink beer all their lives."

Still, marketers say they must adapt to changing tastes, even if consumers keep using many of the same products as they grow older. Many have already anticipated the population shifts.

Stroh cites the growth of low-alcohol and no-alcohol beers as one of the bright spots in the industry.

While Frito-Lay hasn't abandoned the fat- and sodium-laden chips on which its business was built, the company has tried to ensure steady growth with a flurry of new products that anticipate boomers' changing tastes.

In the past year alone, Frito-Lay has tested wheat-based Suprimos chips and introduced nationally Sunchips whole-grain snacks and "light" line extensions of several existing brands.

Surprisingly, most buyers of those products aren't current Ruffles eaters but "users we lost or never had in the first place," Mr. Riskey said.

Although snack foods are consumed most often by teen-agers, whimsical ads for the light products are aimed squarely at people ages 19 to 22, "the point at which we'd see some people dropping out of the category," he said.

Pepsi-Cola Co. itself is hedging its bets with H2Oh! sparkling water, All-Sport isotonic drinks and a heavier marketing emphasis on diet soft drinks, root beer and even morning consumption.

"Obviously, we have to look into other areas, dayparts, new products and audiences for volume growth," said Gary Gerdemann, Pepsi-Cola public relations manager, who prefers to attribute the shifts to competitive, not demographic reasons. "No market segment, product line or niche is safe. We're looking everywhere."

Cadbury Schweppes' Canada Dry brand has stepped up its boomer-targeted advertising, and A&W Brands has bought several niche products such as Squirt and Vernors, most targeting the 25-plus crowd.

"The minute we begin to see erosion in consumption [among our target audience], we would make changes in our media buying" by shifting ad dollars between TV and radio to target different age groups, said Paul St. Germain, VP-advertising at A&W.

Few businesses have reacted to the demographic shifts as deeply as the fast-food category, where companies have made radical shifts in their menus, their marketing and their operations.

McDonald's Corp., Burger King Corp. and Wendy's International added salads in the '80s to lure women ages 25 and older; McDonald's is now testing pizza and pasta as dinnertime-only entrees in a similar attempt to broaden its appeal.

"As the number of children declines, you will have a much larger group of people who, with college tuition for their kids out of the way, will have more discretionary income as they get into their mid-50s. Our marketing emphasis will have to be more on leisure and on travel packages."

Ed Stahl
ITT Sheraton Corp.

For several years now, the supermarket food business has expanded its lineup of upscale products to meet the more sophisticated tastes of older, more free-spending consumers.

"There's a high per capita spending on food as you get older, and that's good for lines such as premium dinners," said Anthony Adams, director of market research at Campbell Soup Co. "What we're sensing is this is a group looking for more 'dazzle-and-delight-me' kinds of foods in terms of taste and flavor."

Campbell has broadened its line of "healthy" foods and restaged its LeMenu LightStyle frozen dinners as LeMenu HealthyStyle, reaching a slightly older audience.

"For marketers like Campbell's that have been tried and true, we're saying, 'Get up there in your 40s and 50s!' " Mr. Adams said, adding that on average, Campbell's weakest link is with the now-shrinking 18-to-24 crowd.

"We've never done particularly well with that group," he said. "They felt they graduated from Campbell's when they left home."

Levi Strauss & Co.'s Dockers apparel line is among the most successful efforts to target aging yuppies. Introduced just five years ago, the line's sales are now more than $600 million, about 20% of Levi's total sales.

At the same time, Levi's has broadened its line of what the company calls "men's 25-plus" jeans to adapt to a broader man.

Reflecting sales trends, Levi's now splits its $33 million ad budget about equally between Dockers and traditional Levi's; in 1988, it spent only a third of its total budget on older-targeted denims.

"We've been looking at changing demographics for the last 10 years," said Dan Chew, Levi's marketing manager, who notes the market for the 25-plus group has grown by a million people a year in the past decade. "That's a business that's just too compelling to ignore."

Still, a potential problem: Older men currently buy an average of two pairs of denims a year, while the shrinking young adult population buys more than twice as many.

Joe Wissert

"Detroit lost the boomers, and now [automakers] are not focusing as they should on the post-boomer generation of 18-to-25-year-olds. Their habits are not formed, they don't have cars and now that Detroit's quality is far more competitive with Japan, they're not doing anything about getting them back."

Laurel Cutler
FCB/Leber Katz Partners

The domestic automobile business similarly has lost ground as baby-boomers have driven in droves to the import market—from luxury BMWs to economical Hyundais.

And, domestic car buyers might not move up to full-size cars the way their parents embraced station wagons, said Stephen Lyons, advertising manager for Ford Motor Co.'s Lincoln-Mercury Division.

"Detroit lost the boomers, and now [automakers] are not focusing as they should on the post-boomer generation of 18-to-25-year-olds," said FCB/Leber Katz's Ms. Cutler, a former vice chairman at Chrysler Corp. "Their habits are not formed, they don't have cars and now that Detroit's quality is far more competitive with Japan, they're not doing anything about getting them back."

Several marketers welcome the inexorable aging of the population, particularly those that cater to empty-nest parents with more to spend and more time to spend it.

"You are going to have a more affluent group with more discretionary income," said Ed Stahl, VP-advertising and marketing programming at ITT Sheraton Corp. "As the number of children declines, you will have a much larger group of people who, with college tuition for their kids out of the way, will have more discretionary income as they get into their mid-50s. Our marketing emphasis will have to be more on leisure and on travel packages."

Mr. Stahl will tread carefully, since older consumers "don't want to be singled out" and told they're old, he said.

Sheraton and other marketers must keep them in mind in subtler ways, he said; "We also have to be sensitive to type size in ads."

Hollywood, too, reflects the demographic shift.

Moviegoers older than 40 accounted for 23% of theater admissions in 1989, up from 14% in 1986, according to Motion Picture Association of America estimates, while 12-to-20-year-olds fell to 30% from 35%.

David Lawrence

"The Pepsi generation, people who basically grew up snacking on chips, are actually carrying their consumption patterns with them a lot more than some anticipated."

Dwight Riskey
Frito-Lay

Those changing demographics are a large part of the success of what Hollywood calls "story-driven" films, like last year's "Pretty Woman," "Ghost" and "Dances With Wolves," said Jack Holland, VP-marketing at AMC Theaters, the nation's second-largest exhibitor.

"There are going to be fewer films for mindless young boys with Los Angeles high-school educations," said Barry Lorie, exec VP-marketing, MGM-Pathe Entertainment.

But the changes as America ages will be more than skin deep.

"The shift as the baby-boomers move through the generations will be in product mix," said Dan Brestle, president of Estee Lauder Cos.' Prescriptives USA unit. Older consumers need products for dry skin, for example, and Prescriptives expects moisturizers and creams—said to be among the most profitable cosmetics lines—to account for a larger proportion of sales.

Mr. Brestle said Prescriptives has de-emphasized appeals to specific age groups in its advertising entirely and now rarely uses models at all. □

Next week: How the shrinking of the 18-to-34 demographic group is affecting media.

Ad Age bureaus contributed to this story.

NOTE

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Cov. 1, Pgs: 2, 29, 39